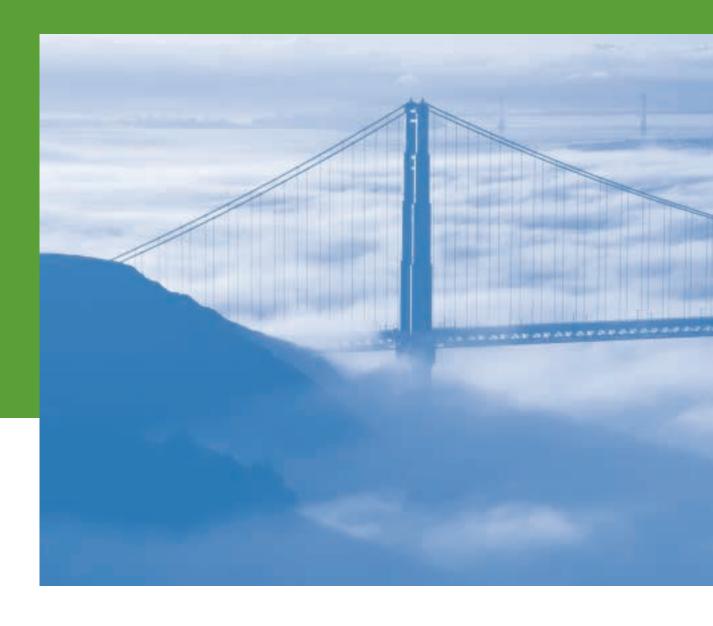
The Intellectual Property Section of the State Bar of California presents the

# 28TH ANNUAL INTELLECTUAL PROPERTY INSTITUTE

November 7-8, 2003 | The Fairmont Hotel, San Francisco





The Intellectual Property Law Section would like to thank the following sponsor:



4:15p.m. - 5:15p.m.

# **28TH ANNUAL INTELLECTUAL PROPERTY INSTITUTE**

November 7-8, 2003 | The Fairmont Hotel, San Francisco

# **SCHEDULE OF EVENTS**

November 7, 2003				
7:00a.m. – 8:00a.m.	Continental Breakfast, Conference Registration and MCLE Sign-in			
8:00a.m. – 8:15a.m.	Welcome & Introductions Robert W. Payne, Esq., Chair, Executive Committee (LaRiviere, Grubman & Payne)			
8:15a.m. – 9:15a.m.	Tensions Between the First Amendment and Copyright Law: The Supreme Court's Eldred Decision Speakers:  Professor Lawrence Lessig, Stanford University Law School Professor Erwin Chemerinsky, University of Southern California Law School Robert Clarida, Esq., Cowan, Liebowitz & Latman			
9:15a.m. – 10:15a.m.	An Overview of Recent Cases Addressing Online Copyright Issues Speaker: Scott Hervey, Esq., Weintraub Genshlea Chediak Sproul			
10:15a.m. – 10:30a.m.	BREAK			
10:30a.m. – 11:30a.m.	Insurance Coverage for IP Matters  Speakers: Bruce Friedman, Esq., Alschuler Grossman Stein & Kahan William F. Campbell, Esq., Steinhart & Falconer			
11:30a.m. – 12:30p.m.	Have I Got a Deal for You? - Purchasing IP Assets Out of Bankruptcy Speaker: Kevin D. DeBre, Esq., Greenberg, Glusker Fields Claman & Machtinger Jeff Herman, Esq., Orrick, Herrington & Sutcliffe			
12:30p.m. – 1:45p.m.	Luncheon Program  Dilution in Light of Victoria's Secret: The Psychology, Varieties and Measurement of Trademark Dilution  Speaker: Professor Jacob Jacoby, New York University Stern School of Business			
2:00p.m. – 3:00p.m.	Protecting Your IP From Your Employees Through Non-Compete and Non-Solicitation Agreements  Speakers: Murray Vince, Esq., Microsoft Corporation Joseph J. Phillips, NetCorp Law Group			
3:00p.m. – 4:00p.m.	Representing and Partnering with Universities and National Laboratories: Technology Transfer Issues for Federally Funded Inventions and Related Regulations Speakers: Frederic Farina, Esq., California Institute of Technology JoAnne Redmann, Esq., Reed Smith Crosby Heafy			
4:00p.m. – 4:15p.m.	BREAK			

**Meetings of the IP Section Subcommittees** 

(Please indicate which committee meeting you wish to attend on the registration form) Computer Law, Copyright Law, Patent Law, Trade Secret Law, Trademark Law

5:15p.m. – 5:30p.m. BREAK

5:30p.m. – 6:30p.m. The Psychology of Persuasion: How to Make Jurors See the Case as You Do

Speakers: Karyn J. Taylor, Jury Consultant

William Wegner, Esq., Gibson, Dunn & Crutcher

7:00p.m. – 9:00p.m. Cocktail Reception at the Legion of Honor:

San Francisco's Fine Art Museum in Lincoln Park

(Transportation, Entertainment and refreshments will be provided)

You will enjoy the grandeur of the Legion of Honor's neoclassical architecture, unforgettable views of the City and the Golden Gate Bridge and a spectrum of

exquisite art from ancient objects to compelling contemporary works.

7:00p.m. Depart the Fairmont Hotel7:30p.m. Self-guided tours and Reception

8:30p.m. Entertainment

10:00p.m. Depart Museum and return to the Fairmont Hotel

Saturday, November 8, 2003

7:00a.m. - 8:00a.m. Continental Breakfast, Conference Registration and MCLE Sign-in

8:00a.m. – 8:15a.m. Welcome Back

Bec Edelson, Esq., Vice-Chair, Executive Committee

(Alschuler Grossman Stein & Kahan)

8:15a.m. - 9:15a.m. Mock Court Hearings, Reflecting on Recent Developments in

**Trade Secret Law** 

Speakers: Randall Kay, Esq., Gray Cary Ware & Freidenrich

Ben Scheibe, Esq., Browne & Woods Beth Parker, Esq., Bingham McCutchen

9:15a.m. – 10:15a.m. A Post-Festo Update

Speaker: Ben Borson, Esq., Fliesler Dubb Meyer & Lovejoy

10:15a.m. – 10:30a.m. BREAK

10:30a.m. – 11:30a.m. Rambus:The Tension Between Standard-Setting and Patent Law

Speaker: Sean Cunningham, Esq., Gray Cary Ware & Freidenrich

11:30a.m. – 12:30p.m. Malpractice Issues in IP Matters

Speaker: Daralyn Durie, Esq., Keker & Van Nest

12:30p.m. – 2:00p.m. Luncheon Program

Rights of Publicity: How it Has Evolved and Where It Is Going

**Speaker:** Mark Roesler, CMG Worldwide

2:15p.m. – 3:15p.m. Remedies in IP Litigation

**Speakers:** Michael Plonsker, Esq., Alschuler Grossman Stein & Kahan

Yakub Hazzard, Esq., Alschuler Grossman Stein & Kahan

3:15p.m. – 4:15p.m. The Use of Investigators in IP Matters

Speaker: Linda G. Sharp, Esq., Krollontrack

4:15p.m. – 4:30p.m. BREAK

4:30p.m. – 5:30p.m. Combating Economic Espionage

Speaker: Louis Karasik, Esq., Weston Benshoof Rochefort Rubalcava &

MacCuish

**Conference Adjourns** 

# **28TH ANNUAL INTELLECTUAL PROPERTY INSTITUTE**

Registration Deadline: October 31, 2003

#### TWO WAYS TO REGISTER!

1. Fax: Complete the registration and Course Selector forms and Fax to Program Registrations at (415) 538-2368

2. Mail: Complete the registration form and return them to: Program Registrations, The State Bar of California, 180 Howard Street, San Francisco, CA 94105



Name		State	State Bar Number	
Firm N	ame			
Address	s			
City			State	Zip
Phone	Fax		E-mail	
BAD	GE INFORMATION			
First Na	ame or Nickname (as you wish it to appear on your badge	)		
Note: If	/Guest Name f your Spouse/Guest is not an attorney, registration is com name and address may be disclosed to other IP Institute A	, , ,	uests must complete a separa	te form and pay the registration fee
□ Intell □ Non-	STRATION FEES lectual Property Law Section Members \$475 -Members of the Intellectual Property Law Section \$530 lease credit \$55 of the Non-member registration fee to my 2004 I School Faculty and Students (with copy of school ID) \$215		an - Dec)	
	IAL EVENTS			
	, November 7, 2003			
1)	Luncheon Program (No additional fee for PAID registrants)	☐ I will Attend		
2)	Luncheon Program - Guests	T WIII Attend	@ \$30 Each	=
	ing Committee Meetings 4:15p.m 5:15p.m.		@	
3)	Computer Law	☐ I will Attend		
4)	Copyright Law	☐ I will Attend		
5)	Patent Law	☐ I will Attend		
6)	Trade Secret Law	☐ I will Attend		
7)	Trademark Law	☐ I will Attend		
8)	Legion of Honor Museum Reception			
,	(No additional fee for PAID registrants)	☐ I will Attend		
9)	Legion of Honor Museum Reception - Guests		@ \$45 Each	=
10)	Legion of Honor Museum Reception - Children	(ages 5-12)	@ \$20 Each	=
Ć - 4		,		
	day, November 8, 2003			
11)	Luncheon Program (No additional fee for PAID registrants)	☐ I will Attend		
12)	Luncheon Program - Guests	T Will Attend	@ \$30 Each	=
12)	Editericon Program - Odests		@ \$30 Lacii	
TOTAL AMOUNT ENCLOSED OR TO BE CHARGED = \$				
Registra	MENT METHOD ation fees may be paid by check, Visa, MasterCard. No oth  MasterCard	er cards will be accepted. Make	checks payable to the State I	Bar of California.
Account Number:			Expiration Date:	
Cardholder's Name: Cardholder's Signature:				
FOR R	EGISTRATION INFORMATION PLEASE CALL (4	15) 538-2508		

## **REGISTRATION INFORMATION**

The Intellectual Property Section welcomes all who are interested in Intellectual Property. You need not be a lawyer to attend, enjoy and benefit from this program.

#### **REGISTRATION FEES**

Registration fees include admission to 16 hours MCLE instruction, course materials, continental breakfasts, lunches and the Friday evening reception.

#### **HOTEL RESERVATIONS**

We have reserved a limited block of sleeping rooms at the Fairmont San Francisco. Please contact the hotel directly at (800) 441-1414 to make your reservation. Please identify yourself as part of the State Bar Intellectual Property Institute to obtain the special rate of \$209

occupancy per night plus tax. Please make your reservation by October 15, 2003. Reservations made after the October 15, 2003 deadline will be made on a space available basis at the confirmed group rate.

#### **REGISTRATION BY MAIL**

Your pre-conference registration must be received no later than November 1, 2002 Mail registration form and check or credit card information to: Program Registrations, State Bar of California, 180 Howard Street, San Francisco, CA 94105-1639. Limited on-site registration will be available.

#### **REGISTRATION BY FAX**

You may fax your registration form to: Program Registrations, (415) 538-2368. All faxed registrations must be accompanied by a signature and MasterCard/VISA card number. Fax registrations cannot be confirmed by telephone.

# **CANCELLATIONS**

All requests for refunds must be received in writing no later than October 31, 2003. Refunds will be issued, less a \$50 administrative cost. Refunds will not be available after that date, however, registration substitutions are welcome.

# **AIRLINE DISCOUNTS**

The State Bar of California has a discount program with United Airlines. To make reservations, or for additional information, please call the United Group Meeting Desk at (800) 521-4041 and refer to file number 550QX.

#### **SPECIAL ASSISTANCE**

Please call (415) 538-2585 for special assistance or TDD (415) 538-2231 for speech and hearing impaired.

#### **MCLE**

The State Bar of California and the Intellectual Property Section are State Bar of California MCLE Approved Providers.

### **QUESTIONS**

For more information, please call the Intellectual Property Section at (415) 538-2375. For registration information, please call (415) 538-2508.



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## 28TH ANNUAL INTELLECTUAL PROPERTY INSTITUTE

- Enjoy An Exceptional Line-Up of Topics and Speakers
- Earn up to 16 Hours of MCLE credit
- Network, Share Ideas and Learn the Latest with Intellectual Property Professionals with Diverse Experience and Backgrounds.
- A full 2-days of Education for a nominal fee of \$475 for members of the Intellectual Property Section which includes education programs, program materials, Friday and Saturday Continental Breakfasts and Luncheons and the Friday night Reception

The State Bar of California and the Intellectual Property Law Section are State Bar of California approved MCLE Providers